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fashion calendar

R.F. OK – thru pg 5
Thru DAVID Levine

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1958

18th YEAR · A WEEKLY PUBLICATION

january

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february

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WEEK OF

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october

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december

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january – 1959

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february – 1959

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march – 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JUNE 2, 1958

Monday June 2- June 13 9:00 A.M.	RETAILERS' PREVIEW OF FALL FASHIONS	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-18 FL.
	Preview of fashions from August-September-October issues. For retailing personnel only. Contact: Edith Loss, Charm showroom, PL. 9-2080.		
Monday June 2 10:00 A.M.	OPENING OF FALL DRESS COLLECTION	PHYLLIS DE TRANO FOR GEORGETTE, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
	By invitation. Continuous thereafter. Contact: Anne Meredith, LO. 4-9445.		
Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By invitation. Trade Tuesdays, Wednesdays, Thursdays, at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.		
Monday June 2 11:45 A.M.	OPENING: FALL COATS AND SUITS	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Thereafter at 11:45. By invitation. Contact: Jerry Matlick, BR. 9-5100.		
Monday June 2 12:30 P.M. Champagne Luncheon	PRESS PREVIEW: FALL COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	"Modern Medieval" collection. Resident buyers, Wed., May 28, 12:00 Noon; trade showings Tues., Wed., Thurs. beginning June 3, at 12:00 Noon luncheons. By invitation. Contact: Terry Parker, LO. 3-4358.		
Monday June 2 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
	By invitation. June 3 and 4 at 10:00 and 2:00. June 5, 6 and 12 at 10:00. June 9 and 10 at 9:30, 11:00, 2:00 and 3:30. June 11 at 9:30, 11:00 and 2:00. Reservations--Kay Keniry; and Publ: Marian Sherwood, MU. 5-5740.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, JUNE 2		
Davidow, Inc.	By appointment.	550 7th (21 Fl) PE. 6-6909
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA. 4-9724
TUESDAY, JUNE 3		
Lloyd Weill	10:30 A.M.	498 7th (22 Fl) LO. 5-3041
WEDNESDAY, JUNE 4		
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 Fl) LA. 4-2577
Zoltan-Rosenberg Co.	2:30 P.M.,	
(Vera Stewart Originals	By appointment.	550 7th (22 Fl) LA. 4-6691

Monday June 2 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation. Publ: Terry Mayer, BR. 9-6560.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 2 2:30 P.M.	PREVIEW: LUIS ESTÉVEZ FALL COLLECTION	GRENELLE ESTÉVEZ (550 SEVENTH AVENUE)	SHERATON-EAST (FORMERLY AMBASSADOR)
	By invitation. Daily trade showings, beginning Tuesday, June 3 at 12:00 Noon in showroom. Contact: Ruth McLoughlin, LO. 4-5820.		
Monday June 2 3:30 P.M.	OPENING: FALL COAT COLLECTION	LA VIGNA	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
	By invitation. Daily thereafter at 3:30. Contact: Don La Vigna, PE.6-2367.		
Monday June 2 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation only. Trade showings beginning Tuesday, June 3, 1:00 P.M. Contact: LO. 3-0988. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Monday June 2 4:00 P.M.- 7:00 P.M.	"YOUNG VIEWPOINT" FALL COLLECTION	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
	"Here's My Line!"--showing of "Young Viewpoint" fashions at annual Fall show. By invitation. Contact: Arleen Fischer, CH. 4-4131.		
Beginning Monday June 2	FOUR ITALIAN FALL COLLECTIONS	MADELYN FIO RITO ASSOCIATES	HOTEL PLAZA SUITE 236
	The collections of La Tessitrice dell'Isola of Capri; Renato of Rome; Marucelli of Milan; and Gattinoni of Rome, at daily showings. By appointment. Contact: Madelyn Fio Rito, Hotel Plaza, PL. 9-3000.		
Beginning Monday June 2	SHOWINGS OF FALL DRESS COLLECTION	M. NADLER & CO.	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
	Designed by Wayne Fuller. Contact: Mrs. Joni Johnstone, LO. 3-7648.		
Beginning Monday June 2	OPENING: FALL COAT COLLECTION	BAITCH & CASTALDI (BATALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous showings daily. Contact: LO. 4-8220.		
Beginning Monday June 2	OPENING OF FALL SCARF COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	For buyers and resident offices. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.		
Beginning Monday June 2	OPENING: NEW POPULAR PRICE BLOUSES AND SKIRTS	BROADMOOR SPORTSWEAR, LTD.	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By appointment. Contact: BR. 9-4926.		
Monday June 2- June 13	OPENING: CALIFORNIA DRESS COLLECTION	WERLÉ ORIGINALS	SAVOY PLAZA HOTEL TOWERS SUITE
	For sales appointments, and publicity: Helen O. Borger, LE. 5-9574.		
Beginning Monday June 2	OPENING: FALL NECKWEAR AND JACKETS	BAAR & BEARDS, INC.	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
	By invitation, at continuous showing. Contact: WI. 7-6460.		
Tuesday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP ROOM
	Casual dresses and ensembles designed by Liz Claiborne. By invitation. Continuous thereafter in showroom. Publ.: Margaret Hodge, PL. 5-7630.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 9:00 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation. Trade showings beginning Wednesday, June 4, at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 3 & 4 9:00 A.M.- 6:00 P.M.	GALLERY OF FALL FASHIONS	HARPER'S BAZAAR (572 MADISON AVENUE)	PARK LANE HOTEL PETIT SALON
	For tie-in stores and their buying offices only, by invitation. Contact: Berta MacDonald, PL. 1-2100.		
Tuesday June 3 9:30 A.M. Coffee	OPENING: FALL COLLECTION	LENTZ DIMINUTIVES, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Trade showings at 9:30 A.M. and 3:30 P.M. daily, by invitation. Contact: Isabel Mendelsohn, LO. 4-5316.		
Tuesday June 3 9:30 A.M. Breakfast	PRESS BREAKFAST FOR SINGER "SEW-OFF"	SINGER SEWING MACHINE CO. (149 BROADWAY)	B. ALTMAN - 8TH FL. CHARLESTON GARDENS
	Selection of medels by 35 finalists. By invitation. Luncheon to honor winners, June 11, at 12:00 Noon, Waldorf-Astoria Starlight Roof. Altman Publicity: Eleanor Horton, MU. 9-7000, Ext. 654. Singer Publicity: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379 and 427.		
Tuesday June 3 10:00 A.M.	OPENING OF FALL COLLECTION	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings Tues., Wed., Thurs., at 10:00. Contact: CH. 4-1542.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, JUNE 3			
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl)	LA. 4-7540
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl)	LO. 3-0988
Wm. Fox-Visioni Corp.	1:00 P.M.	498 7th (18 Fl)	CH. 4-2659
David Gottlieb, Inc.	1:15 P.M.	530 7th (4 Fl)	LO. 5-2727
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl)	CH. 4-4600
A. Goodman & Co.	2:30 P.M.	530 7th (17 Fl)	WI. 7-4077
David Levine Co.	2:30 P.M.	530 7th (21 Fl)	LA. 4-0237
Myron Herbert, Inc.	3:15 P.M.	530 7th (20 Fl)	LO. 4-6830
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl)	CH. 4-2655
Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl)	LO. 4-3923
Grobe Originals, Inc.	Continuous daily	498 7th (16 Fl)	BR. 9-8394
WEDNESDAY, JUNE 4			
Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl)	WI. 7-6865
Jobere, Inc.	11:45 A.M.	530 7th (30 Fl)	PE. 6-1938
Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl)	LO. 4-0462
Grabois	1:15 P.M.	498 7th (5 Fl)	CH. 4-2767
Nat Kaplan, Inc.	1:15 P.M.	498 7th (21 Fl)	LO. 5-4115
Branell	2:30 P.M.	530 7th (27 Fl)	PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 Fl)	LO. 4-1820
Harmay.	4:00 P.M.	498 7th (22 Fl)	PE. 6-5547
Samuel Winston	4:00 P.M.	530 7th (11 Fl)	CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th (7 Fl)	LA. 4-2877
FRIDAY, JUNE 6			
Harvey Berin, Ltd.	1:00 P.M.	530 7th (7 Fl)	PE. 6-0206

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 10:30 A.M.	OPENING OF FALL COLLECTION	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Thereafter, June 4, 5, 9, 10, 11, 17, 18 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.		
Tuesday June 3 10:30 A.M.	OPENING: JOSI PETITES FALL COATS AND SUITS	ADOLPHE ZELINKA & CO.	512 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showings at 10:30 and 2:30 daily, by invitation. Contact: LO. 4-7522.		
Tuesday June 3 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF THREE FALL COLLECTION	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
	Jeane Scott's first junior collection for Margot at 3:00 P.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 11:00 A.M. daily. By invitation. Publicity: Mr. Post Eddy, LO. 5-2626.		
Tuesday June 3 11:00 A.M.	OPENING OF JUNIOR FALL COLLECTION	ELOISE CURTIS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Thereafter at 11:00 A.M. Publ.: Alfred Davidson Assoc., PL. 5-0868.		
Tuesday June 3 11:30 A.M.	OPENING: DAY, COCKTAIL & EVENING FASHIONS FOR FALL	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daily thereafter at 11:30. By reservation. Contact: CH. 4-5693.		
Tuesday June 3 12:00 Noon Luncheon	OPENING: FALL COAT COLLECTION	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Our Own Exclusive Fabrics With A Future"--showing at 12:00 Noon, followed by luncheon, June 3, 4, 5, 6, 10, 11, 12 and 13. Continuous thereafter. By invitation. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday June 3 12:00 Noon	OPENING OF FALL COLLECTION	IANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Showings June 4, 5, 9, 10 and 11. Contact: Audrey Brock, OX. 5-3150.		
Tuesday June 3 12:30 P.M. Luncheon	TWENTY-FIRST ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Awards to distinguished alumnae. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Constance Hope, PL. 7-0515.		
Tuesday June 3 1:00 P.M.	OPENING OF FALL JUNIOR DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Collection designed by Lee Evans and Jacques Demignot presented June 3, 4, and 5 at 1:00 P.M. By admission card. Contact: Jean Ring, OX. 5-4760.		
Tuesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION	WILLIAM FOX-VISIONI	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	By invitation. Thereafter Tues., Wed., and Thurs. at 1:00 P.M. Contact: CH. 4-2659. Publicity: Goehring, Pennoyer, MU. 5-4834.		
Tuesday June 3 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Daily thereafter at 1:15 P.M., by invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.		
Tuesday June 3 1:15 P.M.	OPENING OF FALL GOTHE COLLECTION	DAVID GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By reservation. Contact: Lucille Gordon, LO. 5-2727.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 2:00 P.M.	OPENING: FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	By appointment only. Contact: Louis Mariani, BR. 9-8988.		
Tuesday June 3 2:00 P.M.	OPENING: FALL COLLECTION SUITS AND COATS	DAVE BELLSEY CO.,INC. (BELLCIANO)	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	For press and trade, by invitation. Daily thereafter at 2:30 P.M. Contact: LA. 4-2036.		
Tuesday June 3 2:30 P.M.	OPENING OF TWO FALL COLLECTIONS	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	The McCardell collection for Fall; also new "Urban" collection designed by Scaasi. Thereafter daily at 2:30. By invitation. Contact: LO. 4-2155.		
Tuesday June 3 2:30 P.M.	OPENING: FALL COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Thereafter at 2:30 daily. By invitation. Contact: Eleanor Stoner,LA.4-6968.		
Tuesday June 3 2:30 P.M.	OPENING: FALL DRESS COLLECTION	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Contact: Miss Fritzi, LA. 4-0237.		
Tuesday June 3 2:30 P.M.	OPENING: VIOLET FEIGIN DRESSES, ENSEMBLES	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	By invitation. Publicity: Demi Daniels, LO. 5-4850.		
Tuesday June 3 2:30 P.M.	OPENING OF FALL DRESS COLLECTION	A. GOODMAN & CO.- JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	A. Goodman and Jerry Parnis will present their Fall collection at 2:30 P.M. daily. By invitation. Contact: Janet Wallace, WI. 7-4076. Publicity: Helen O. Borger, LE. 5-9574.		
Tuesday June 3 2:30 P.M.	OPENING OF FALL DRESSES & SEPARATES	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Daily thereafter at 2:30 P.M. Contact: Joseph Sussman, WI. 7-0132.		
Tuesday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Trade showings June 4, 5, 6, 10, 12, 17 and 19, at 10:30 A.M. Contact: Estelle Marr, LA. 4-9350.		
Tuesday June 3 4:00 P.M.	OPENING: MISSES SPORTSWEAR FOR FALL	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mr. Mort presents his first Fall sportswear collection, designed by Reiko and Pembroke Squires; also June 4 and 5 at 4:00 P.M. By admission card only. Contact: Miss Andree, OX. 5-4760.		
Tuesday June 3 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By invitation. Continuous thereafter. Contact: LO. 4-1434.		
Tuesday June 3 4:15 P.M.	PREVIEW OF FALL COLLECTION	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	By invitation. Trade showings June 5, 6, 9, 10, 11, 12, 16 and 18 at 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 4:30 P.M. Cocktails	22ND ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL ASTOR GRAND BALLROOM
	"Into The Campus-Sphere"--back-to-school fashions from August issue. Tickets: $6.50. By invitation for official tie-in stores. Contact: Mrs. Frances Ashmore, PL. 9-2080.		
Beginning Tuesday June 3	OPENING: FALL JUNIOR DRESS COLLECTION	F. H. SAFIAN & CO.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Designed by Joe Garjuilo. Contact: Julie Geller, WI. 7-8448.		
Beginning Tuesday June 3	FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Also a new "Mr. Will" collection of cocktail dresses. By appointment. Contact: WI. 7-7326.		
Beginning Tuesday June 3	OPENING OF FALL COLLECTION	MARY BLACK OF LONDON	18 EAST 50TH STREET SHOWROOM
	Showing of Mary Black's collection. By appointment. Contact: PL. 8-2014.		
Beginning Tuesday June 3	FIRST SHOWING OF NEW JUNIOR DRESS FIRM	ONDINE, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Continuous daily. Publ.: Merry White or Dorothy McCauley, LO. 4-0624.		
Beginning Tuesday June 3	TRADE OPENING: DRESSES BY WALTER GERSON	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	By invitation. Contact: Ruth Kooperman, CH. 4-2270.		
Wednesday June 4; June 5 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Press preview both days. By invitation. Trade showings Tues., Wed., Thurs., at 10:00 A.M. Contact: LA. 4-7626. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday June 4 10:30 A.M.	OPENING: FALL COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall suits, coats, costumes. By reservation. Thereafter 10:30 daily. Contact: Mrs.Lee Jablow, LA. 4-3404. Publ.: Rose Hilton, MU. 5-5133.		
Wednesday June 4 11:00 A.M.; 4:00 P.M.	OPENING: FALL DRESSES BY OLE BORDEN	DONLÉ ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showing on June 4 and 5 at 11:00 A.M. and 4:00 P.M. Continuous thereafter. Contact: Charles Glueck, PE. 6-9155.		
Wednesday June 4 12:30 P.M. Luncheon	TRICOSA OF PARIS FALL COLLECTION	FEDER FASHIONS (1410 BROADWAY)	HOTEL ASTOR CORAL ROOM
	Preview of haute couture knitted coats, suits, dresses and "integrates" for Fall-Winter. By invitation. Publicity: Sue Gardner, LA. 4-6948.		
Wednesday June 4 1:00 P.M.	OPENING: ANNE KLEIN FALL COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	For press and trade, by invitation. Contact: LO. 4-0462.		
Wednesday June 4 1:15 P.M.	OPENING: FALL DRESSES, ENSEMBLES	NAT KAPLAN, INC. (SYLVIA KAPLAN)	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By reservation. Daily at 1:15. Contact: LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 4 3:30 P.M.	FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	"Look of Knowledge"--showing of fashions for Seventeen's August promotion stores and their buying offices only. (Tickets: $5.00) By invitation. Contact: Kay Corinth, PL. 9-8100.		
Wednesday June 4 3:30 P.M.	FALL FASHIONS BY BETTY CAROL	MAM'SELLE DRESS, INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	By invitation. Thereafter at 2:00 P.M. in showroom. Contact: Betty Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 4 4:00 P.M.	OPENING: FALL DRESSES SUITS & COSTUMES	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By reservation. Publ: Pauline Greene at Charles Charney, PL. 7-0955.		
Wednesday June 4 4:00 P.M.	PRESS PREVIEW: DONALD BROOKS' COLLECTION	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Also, June 5 and 11 at 4:00 P.M. Trade contact: Jerry Cole, LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.		
Wednesday June 4 4:00 P.M.	OPENING: FALL DRESSES, BLOUSES, SEPARATES	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	By invitation. Continuous thereafter. Contact: OX. 5-4270.		
Wednesday June 4 5:30 P.M. Cocktails	SECOND ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
	"Ten Best Dressed College Girls in America"--fashion show at 6:30 P.M. For retailers, by invitation. Publicity: Lucia Depew, LE. 2-7500.		
Thursday June 5 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK	730 FIFTH AVENUE SALON - 7TH FLOOR
	Press preview of Fall collection at 10:00 A.M. Trade showings June 5, 6 10, 11, 12 and 17 at 2:30 P.M. By invitation. Contact: PL. 7-2024.		
Thursday June 5 10:30 A.M.	OPENING OF NEW PETITES COLLECTION	PAUL PARNES CORP. ("PARNET")	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Parnet", designed by Lawrence Gaines for petites. By invitation. Thereafter at 10:30 daily. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Thursday June 5 10:30 A.M.	OPENING: NEW STREET AND AFTERNOON FASHIONS	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Designed by Frank Adams. Daily thereafter at 10:30 A.M. By invitation. Contact--trade: Muriel Morris; press: Laura Cantor, LA. 4-7690.		
Thursday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing of Fall fashions designed by Miss Lucil and Mr. Nino. Daily thereafter at 12:00 Noon. By invitation. Contact: WI. 7-0152.		
Thursday June 5 1:00 P.M.	PREVIEW OF FALL COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	By invitation. Trade showings June 6, 10, 11 and 12 at 1:00 P.M. By reservation. Contact: John Brunelle, BR. 9-5644.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 5 2:15 P.M.	OPENING OF NEW "PARNELLE" COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Introducing "Parnelle" clothes for late day, cocktail and evening. By invitation. Daily at 2:15 P.M. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.		
Thursday June 5 2:30 P.M.	OPENING OF NEW FALL COLLECTION	CLARE POTTER	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Including a surprise group of cocktail fashions. By invitation. Contact: CH. 4-2659. Publicity: Goehring, Pennoyer, MU. 5-4834.		
Thursday June 5 2:30 P.M.	OPENING: FALL COLLECTION	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 5-7514.		
Thursday June 5 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Trade beginning June 10th. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday June 5 4:00 P.M.	SPECIAL SHOWING OF FALL FASHIONS	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER BALLROOM
	Special showing for press, resident buyers and N.Y. store executives. By invitation. Showings for out-of-town buyers daily except Mondays, beginning June 3, breakfast at 7:30 A.M., show at 8:24 A.M. Admission by ticket. Contact: LO. 3-5200, Ext. 322. Publ: Julie C. Buddy, LO. 3-5200.		
Thursday June 5 4:00 P.M.	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Jean Marchand's first American collection, designed exclusively for Sam Friedlander. By invitation. Trade showings at 4:00 P.M. June 10, 11, 12, 17 and 18. Publicity: Mathews-Latham, 505 Fifth Avenue, MU. 7-5447.		
Thursday June 5 4:00 P.M.	FALL FASHIONS BY KASPER	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By invitation. Thereafter June 10, 11 and 12 at 4:00. Contact: CH. 4-3914.		
Thursday June 5 5:00 P.M.	PREVIEW COLLECTION OF SWIMSUITS	COLE OF CALIFORNIA	1407 BROADWAY SHOWROOM - RM. 2703
	Preview of swimsuits for mid-summer selling. By invitation. Contact: BR. 9-2886.		
Thursday June 5 5:30 P.M.	NEW MUSICAL FASHION PRESENTATION	HOLIDAY MAGAZINE (380 MADISON AVENUE)	SHERATON EAST (BLRM) (FORMERLY AMBASSADOR)
	At cocktails. By invitation. Contact: Bonnie Slover or Marie Bohnacker, MU. 7-5300.		
Friday June 6- June 27 9:00 A.M.- 5:00 P.M.	FASHIONS FROM SEPTEMBER "YOUNG MODERNS" ISSUE	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
	Exhibit of fashions from September (also August) issues. For store and buying office executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100.		
Friday June 6 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Trade showings June 10, 11, 12 and 17 at 10:30 A.M. Contact: Jerome Silverman, LO. 4-0616.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 6 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	Also June 9, 12 and 18, at 10:30. By appointment. Contact: JU. 2-2317.		
Friday June 6 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation and reservation. Trade showings June 10, 12 and 17 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.		
Friday June 6 2:30 P.M.	OPENING: FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Thereafter on June 10, 11, 12 and 17 at 2:30 P.M. Contact: Cecille Gordon, LO. 3-1600.		
Monday June 9- June 12 8:00 A.M.- 6:00 P.M.	WOMEN'S WEAR MARKET WEEK SHOW	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL STATLER CAFE ROUGE
	Exhibits of Fall fashions in DuPont fibers for women and children. Continuous daily. Trade Press June 9, by invitation. Trade contact: Ethel Radon, LO. 3-6400, Ext. 262. Publ.: Dorothy Gromann, LO. 3-6400,Ext. 404.		
Monday June 9 9:30 A.M.	OPENING: ANNE FOGARTY COAT & SUIT COLLECTION	ADOLPHE ZELINKA & CO.	512 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	For press and trade. At 9:30 daily. By invitation. Contact: LO. 4-7522.		
Monday June 9 10:30 A.M.	PRESS PREVIEW: DIOR FUR COLLECTION	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday June 9 2:30 P.M. Cocktails	PRESS PREVIEW: SCHIAPARELLI FALL FURS	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM
	Mme. Elsa Schiaparelli will preview her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.		
Monday June 9;16 4:00 P.M.- 6:00 P.M.	PREVIEW: FALL 1958 STOCKING COLORS	HOSIERY FASHION EXECUTIVES	350 FIFTH AVENUE CLUB - 21ST FLOOR
	Composite showing of major Fall colors from 29 branded hosiery lines. By invitation. Contact: Betty Curry, Burlington Hosiery Co., LO. 4-5010.		
Monday June 9 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL LINGERIE	BURLINGTON TRICOT FABRICS CO.	27 EAST 37TH STREET
	"Silk Trique"--fashion showing of lingerie; showing at 4:30 P.M. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Cancelled June 9	THE CAROL CRAIG SHOWING AT THE HOTEL PIERRE AT 4:30 P.M. ORIGINALLY SCHEDULED FOR JUNE 9, HAS BEEN CANCELLED. (NEW DATE LATER.)		
Monday June 9- June 10	PREVIEW OF LEATHERS FOR SPRING 1959	GEILICH TANNING CO. (TAUNTON, MASS.)	HOTEL PLAZA VANDERBILT SUITE
	Informal showings from 10:00 A.M. to 6:00 P.M. both days. By invitation. Contact: Martha Geilich, Van Dyke 4-8661, Taunton, Mass.		
Monday June 9- June 13	CORSET & BRASSIERE FALL MARKET WEEK	CORSET & BRASSIERE INDUSTRY (200 MADISON)	SHOWROOMS AND HOTELS
	Contact: Mary Osborne, Corset & Brassiere Council, LE. 2-9440.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 9	OPENING: COLLECTION BY DEE DEE JARRETTE	HARRY KEISER, INC.	525 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Cocktail collection for Fall. By invitation. Contact: WI. 7-6220.		
Beginning Monday June 9	OPENING: FALL-WINTER JEWELRY COLLECTION	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Also, boutique gift collection, at new offices. For press and trade. Contact: YU. 6-6633. Publicity: Kathleen Mundin, TR. 6-6196.		
Beginning Monday June 9	OPENING: FALL-WINTER JEWELRY COLLECTION	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	By appointment. Publicity: Dorothy Lansing, RE. 7-3347.		
Tuesday June 10 9:00 A.M.	OTTER AND BEAVER FURS AT BREAKFAST	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday June 10 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION	REVILLON	11 WEST 57TH STREET SALON
	Preview of the Revillon Fall fur collection. By invitation. Contact: Peg Wilson, J. C. Proctor Co., YU. 6-7725; or Bill Paige, PL. 9-5504.		
Tuesday June 10 12:00 Noon Luncheon	PRESS PREVIEW: FALL FUR COLLECTION	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND CRYSTAL ROOM
	The wholesale collection, designed in Rome. Showing at 1:00 P.M. (Note Change of Place.) By invitation. Publicity: Ruth Hammer, EL. 5-7872.		
Tuesday June 10 1:00 P.M.	FALL FASHIONS BY JOHN MOORE	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Thereafter June 11, 12, 17, 18 and 19 at 1:00 P.M. Contact: BR. 9-1195.		
Tuesday June 10 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FL.
	"L'Allure Feminine", the Fall fur collection, designed by Arthur Schwartz. Trade showings: June 11 and 12, at 10:00 A.M. By invitation. Thereafter by appointment. Publicity: Pauline Greene, PL. 7-0955.		
Tuesday June 10 3:00 P.M.	PREVIEW: SHANNON RODGERS JUNIOR COLLECTION	REICH-GOLDFARB	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	By invitation. Also June 11, 12, 17, 18 & 19 at 3:00. Contact: WI.7-5374.		
Tuesday June 10 5:15 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION	SCAASI, INC. (45 WEST 57TH STREET)	SHERATON-EAST(BALLRM) (FORMERLY AMBASSADOR)
	Scaasi will present coats, suits and day, cocktail and evening fashions. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.		
Tuesday June 10 5:30 P.M. Cocktails	60TH ANNIVERSARY CELEBRATION	ARTEMIS LINGERIE (385 FIFTH AVENUE)	SHERRY-NETHERLAND CRYSTAL & CARNAVAL
	Preview for press and buyers. Showing at 6:00 P.M. Publicity: Carol Chartow, at Waldo-Mayo Associates, 111 West 57th St., JU. 6-7777.		
Beginning Tuesday June 10	OPENING: JUNIOR DRESS COLLECTION	JULES FURST	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Continuous thereafter. Contact: Arnold Schwedock, CH. 4-1085. Publicity: Helen O. Borger, LE. 5-9574.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 10	OPENING: FALL DRESS COLLECTION	R & K ORIGINALS	1400 BROADWAY SHOWROOM - 5TH FLOOR
	By invitation. Contact: Lorein Eyerly, PE. 6-0900.		
Wednesday June 11 11:00 A.M.	PREVIEW OF FUR COLLECTIONS	BEN KAHN	150 WEST 30TH STREET SHOWROOM
	Ben Kahn presents his own fur collection and introduces a new collection of furs by Scaasi. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.		
Wednesday June 11 12:00 Noon Luncheon	DESIGNER AWARD PRESENTATIONS	S.W. AFRICAN PERSIAN LAMB ADVISORY BOARD	HOTEL STATLER
	First annual designer awards at press luncheon. By invitation. Publicity: Ruth Notkins, Alan W. Bell Co., MU. 4-4705.		
Wednesday June 11 2:30 P.M.	PREVIEW OF BRIGANCE COLLECTION	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	For press and trade. By invitation. Contact: LO. 3-1534.		
Wednesday June 11 2:30 P.M.	CEIL CHAPMAN FALL OPENING	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation. Thereafter daily at 2:30 P.M. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 11 4:30 P.M.	PREVIEW: DAY AND COCKTAIL CLOTHES	HOUSE OF KUNEL (STAMFORD, CONN.)	SAVOY PLAZA LE CHATEAU SUITE
	By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.		
Thursday June 12 9:30 A.M.	PRESS PREVIEW: BRIDAL FASHIONS	ARNOLD CONSTABLE	3RD FLOOR
	By invitation. Publicity: Gloria Geis, MU. 5-2300.		
Thursday June 12 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FL.
	By invitation. Publicity: Toni Woodward, MU. 8-4906.		
Thursday June 12 3:00 P.M.	25TH ANNIVERSARY WHOLESALE FUR COLLECTION	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FL.
	Trade 10:00 A.M. daily. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.		
Thursday June 12 4:30 P.M.	REPEAT SHOWING OF FALL LEATHER FASHIONS	SAMUEL ROBERT, INC. (1407 BROADWAY)	27 EAST 37TH STREET
	By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Thursday June 12 7:00 P.M.	FALL SILK FASHION SHOW FOR THE TRADE	INTERNATIONAL SILK ASS'N, U.S.A.	WALDORF-ASTORIA GRAND BALLROOM
	Dinner and show, by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday June 13 9:00 A.M.; 12:00 Noon	AMERICAN READY-TO-WEAR BREAKFAST & LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Capsule show of Fall ready-to-wear, accessories and millinery at semi-annual meeting. Commentators: Margaret deMille, ready-to-wear; Billie Howard, accessories; Conoldine Burnett, millinery. Prices: Breakfast, $6.00 ($8.50 for guest); luncheon, $8.00 ($10.50 for guest.) Contact: CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 17 9:30 A.M.-12:00 Noon	PREVIEW: GOLD-FILLED & CULTURED PEARL JEWELRY	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
	For press and trade, at brunch showing. By invitation. Contact: Hans Clapper, PL. 8-1076.		
Wednesday June 18 12:30 P.M. Luncheon	FALL FASHIONS IN FRENCH HANDBAGS & LEATHERS	FRENCH FED. OF HANDBAG & LEATHER GOODS MFRS.	HOTEL PIERRE BALLROOM
	For press and trade. Showing highlights from Fall collections, including belts, small leather goods, daytime and evening bags. By invitation. Publicity: Gladys Steiner, PL. 1-6630.		
Thursday June 19 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	The Fall and Winter collection, designed by Sophie with the assistance of Stephen Erklin. By invitation. Publ: Grace de Mun, PL. 3-4000, Ext. 7064.		
Thursday June 19 4:00 P.M. Cocktails	PRESS PREVIEW: NEW HAIR & COSMETICS SHADES	CHARLES OF THE RITZ	RITZ TOWER 465 PARK AV.(AT 57TH)
	(Note Change of Date -- Originally Scheduled for June 12.) Previewed against background of new Park Avenue Salon decorated by Melanie Kahane. By invitation. Publicity: Claire Hellawell, PL. 3-5000.		
Beginning June 19-Sept. 1	FIFTH ANNUAL "NEW YORK SUMMER FESTIVAL"	N.Y. CONVENTION & VISITORS' BUREAU	NEW YORK CITY
	Official hostess--Arlene Francis. Publicity: Bruce Fouche, MU. 7-1300.		

EUROPEAN COUTURE FALL OPENINGS

Thursday July 17-July 20	CENTRO ROMANO PER L'ALTA MODA ITALIANA	ROME, ITALY
	July 17: Accessories Exhibit; Zingone (children's house); Marini-Conterno; Luciani; Sarli; Pascarella.	
	July 18: La Tessitrice dell'Isola; Eleanora Garnett; Fontana; Gattinoni.	
	July 19: Mingolini-Gugenheim; Baratta; Giovanelli; Emilio.	
	July 20: Gregoriana; Centinaro; Barbara; Rapuano.	
	Contact: Centro Romano, etc.,Via de' Burro, 147, Rome, Italy.	
Monday July 21-July 25	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
	(Detailed schedule later)	
	Contact: G. B. Giorgini, 10 Lungarno Acciaiolo, Florence, Italy.	
Tuesday July 22-July 24	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
	July 22: Victor Stiebel; Hardy Amies; Mattli; Ronald Paterson.	
	July 23: John Cavanagh; Lachasse; Charles Creed; Worth.	
	July 24: Michael; Norman Hartnell; Sherard.	
	Contact: Ann Ryan, 46 Old Bond Street, London, W.1.	
Monday July 28-August 1	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 28: Lanvin-Castillo; Patou.	
	July 29: Cardin; Montaigne; deRauch; Balmain; Bruyere.	
	July 30: Heim; Carven; Desses; Gres; Nina Ricci; Revillon.	
	July 31: Laroche; Maggy Rouff; Dior.	
	Aug. 1: Griffe.	
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	